

Premium Experience | 90+ Rating Wines | Powered by AI Sommelier Engine



AI powered premium wine marketplace.



We are building
The Premium Wine Marketplace
Direct To Consumers

Perfect Condition & Authenticity | AI Taste Matching | Wine Club | Peer-To-Peer Market | Lower Price



More than 100 premium wineries have shown interest and allowed us to use their logos during pre-launch.

Why we are doing it?

Our AI filter removes guesswork and helps anyone choose the right premium wine

I wanted a special father's day, I bought especially for the occasion many months ago a bottle of an Italian wine from 1986 to spend an unforgettable time with him!

Everything was perfect and ready, but When... I opened the bottle, I smelt it and **the wine was completely oxidized...**

It broke my father's heart,
It destroyed the special moment.



I don't know much about wine, but I wanted to buy a good bottle of wine for my first date. It must be perfect!

I thought, between many bottles at the Liquor store **if I spent 300\$ I can get a good wine** to celebrate the special moment.

I made a mistake, It didn't match my taste and **a high price didn't get me the right bottle.**

The Problem

- Wine lovers often find wines to be of poor quality even after paying a premium.
- Middlemen inflate prices, reducing the value for consumers.
- Counterfeiting particularly problematic in emerging markets, like China. Up to ~20% of global wine trade is counterfeit (WTO).

The Solution

- Direct-to-consumer marketplace linking premium wineries with customers.
- Quality assurance with only 90+ points wines.
- Direct shipping from cellars.
- Anti-counterfeiting technology ensures authenticity.
- Aim: Quality, fair-priced wines for memorable experiences.

-AI sommelier that analyses ratings, tasting notes, terroir, critics and user taste profile to deliver perfect-match wines.

The Market Opportunity

Wine Global Market

\$353bn

Global wine market size

37.4%

Premium-and-above share of total sales
CAGR ~5.1% over next 5 years

~19–24%

Direct-to-Consumer (DtC) share on premium wine

E-commerce

\$45.5bn

Online alcohol market
Wine ~40% of online alcohol sales

~5–8%

DtC online wine growth
CAGR over next 5 years

~20%

Counterfeit share of the global wine trade (WTO)

Addressable Market

TAM

~\$6.8bn

Global online premium wine

SAM

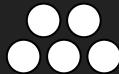
>\$0.9bn

Premium DtC e-commerce in our target markets

SOM (3 years)

~2.4%

The Product



MARKETPLACE

Our innovative marketplace connects both B2C and B2B customers directly with wineries, enabling them to purchase wines directly and conveniently. Customers can even store their purchased wines at the producer's cellar, ensuring optimal storage conditions and peace of mind. Each product is enriched with AI curated metadata for better discovery.



WINE CLUB

Each Winemaker will have their own Wine Club on WCELLARS. The producers will get real-time customers' data.



PEER-to-PEER MARKET

The customers will be able to re-sell the wines stored at a producers' cellars.



THE WINE AGENT

Users who become a wine agent will earn 10% of our commission on any purchase made by their referred.



AUTOMATED STOCK REFILLING

Our app simplifies wine restocking for restaurants with timely low-inventory notifications, including price, details, and a one-click purchase option, enhancing customer retention and boosting sales. AI suggestions based on purchase history.

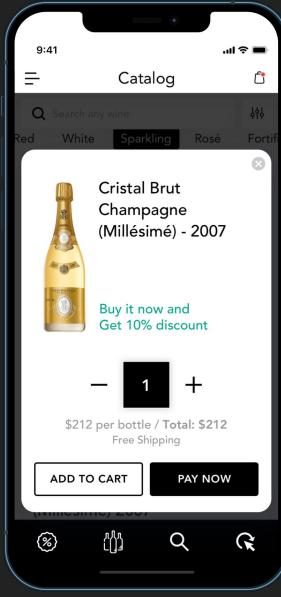
Digital Journey

In only three steps you will be able to buy your favourite premium wine matching your taste. Sommelier AI selects wines matching your exact taste profile.



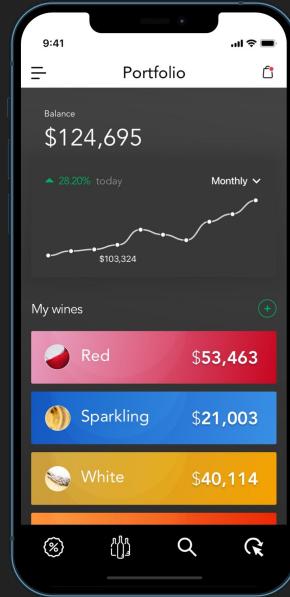
Selecting 90+ Wines

I can see the premium wines that match my taste.



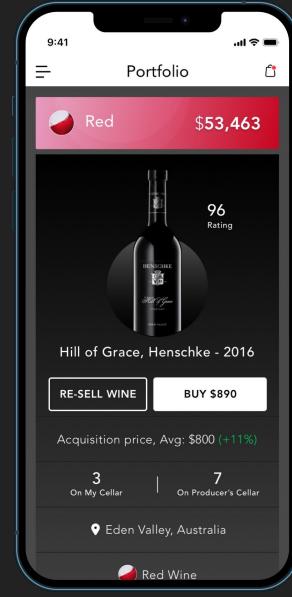
Easy To Buy

In one step, I can easily add my wine to my cart and buy it.



Added Into Portfolio

The wine is added to my portfolio. I get the market value and drinkability window.



Re-Sell

I could re-sell my wines stored at the producers' cellar.

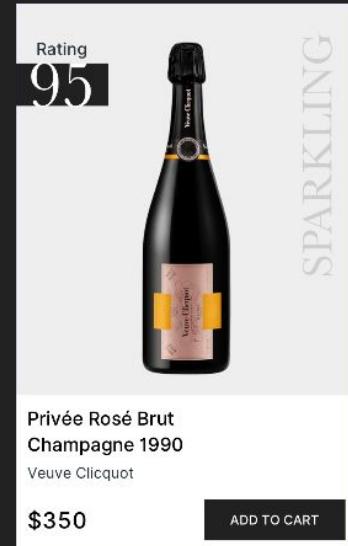
Special Moments

AI Recommended

At WCELLARS, we inspire customers through special moments, curated by categories such as:

- Live Once
- I deserved it
- My first date
- etc.

We encourage them to find the perfect wine to **empower special moments** in life!



Go To Market Strategy

Referral Program & Customer Experience

Our efficient referral program targets the premium wine market, providing customers with easy access to exceptional wines. Coupled with a high-end user experience, customers are rewarded for successful referrals, enhancing our customer base. Marketing driven mainly by AI assisted acquisition and referral program.

Data-Driven Personalization

Data-driven techniques such as personalized recommendations aid in understanding our customers better and providing shared insights to producers to help drive their sales growth. AI Sommelier rolled out as core product differentiator in all markets.

Geographical Focus

Initially, our focus lies with Australia, New Zealand and USA as primary markets for DtC and wine clubs.. Domestic sales first to validate logistics, CAC, retention.

Strategic Alliances & Freemium Model

Strategic partnerships with premium wineries extend our reach and enhance our value proposition. Our freemium model attracts users, while premium packages with enhanced features fuel revenue growth.

Unit Economics

LTV per customer between 259–590 USD depending on market; CAC 90 USD in launch year, 70 USD in following years (LTV/CAC >3x)

Business model / Revenue



Marketplace orders

20% on B2C and 10% on B2B purchases.



Wine Clubs

New members who join the Wine Clubs subscriptions*.
15% for the first 3 years, 10% for the fourth and 5% from the fifth year.

Zero commissions on the winery's past customers.



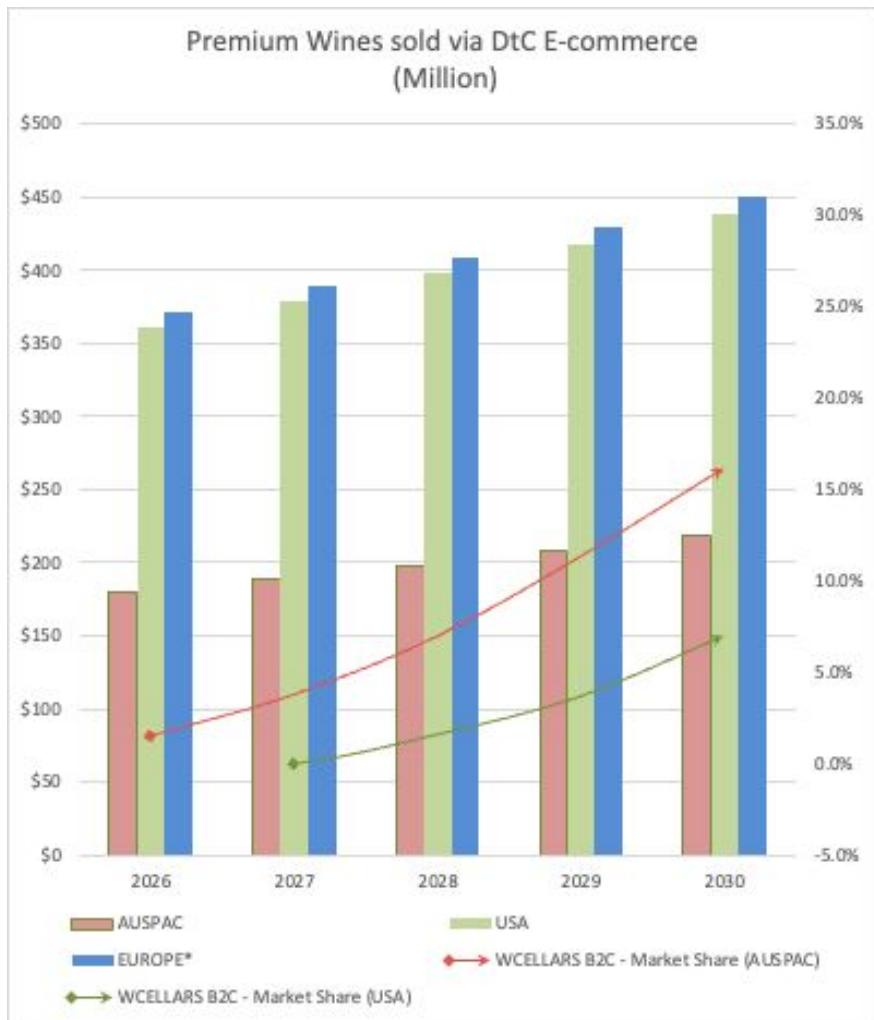
Peer-to-Peer Market

15% commission on each resale.

Producers will earn an annual fee and 30% of our commission.

*Wine Club subscriptions provide a series of monthly, quarterly, or semi-annual premium-quality wine shipments and benefits.

Target Market



Go-to-Market Strategy & Expansion Timeline

We will launch WCELLARS in Q1 2026 in Australia through a custom-designed e-commerce platform integrated with online payment options, onboarding an initial cohort of 20/30 premium wineries. The goal of this pilot phase is to validate the model and key metrics (CAC, LTV) by acquiring 500 customers within six months

Following successful validation, we plan the official app launch and market rollout:

- **Q3 2026 – Australia**
- **Q2 2027 – New Zealand**
- **Q4 2028 – USA**

Acquiring 6,400+ customers in the first year and 12,800+ in the second (Australia & New Zealand)

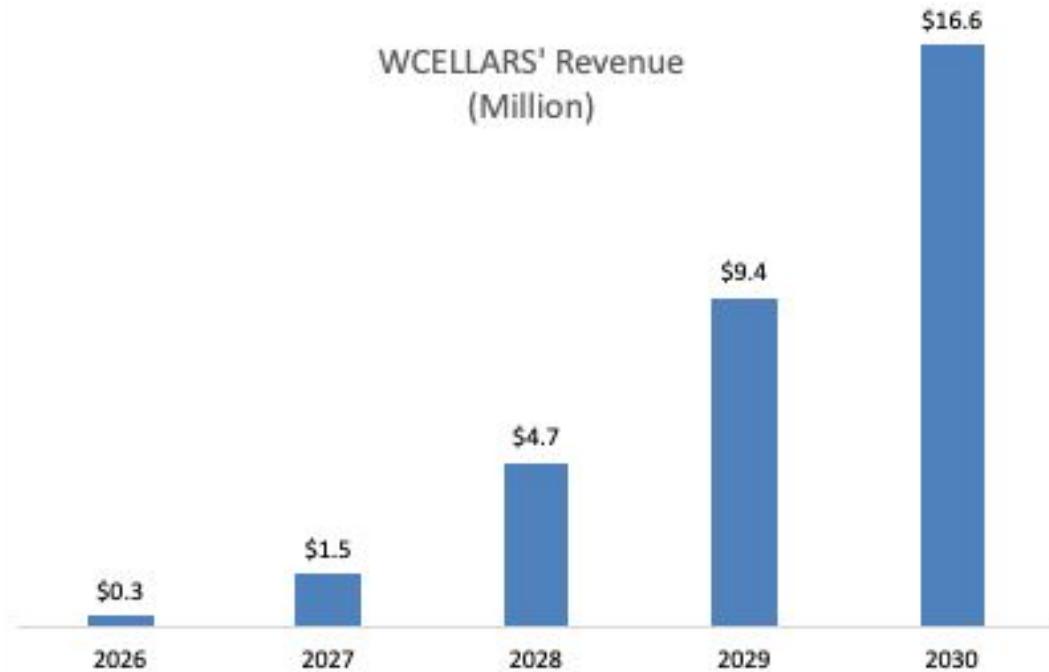
A second fundraising round is scheduled for 2030 to accelerate expansion into additional markets, including **Italy, Spain, France, and Germany** with a roadmap extending through **2031–2034**.

In our target markets, Premium Wine sold via direct-to-consumer (DtC) e-commerce is expected to exceed **\$0.9 billion by 2025**, offering a compelling opportunity for disruption and growth.

Revenues

WCELLARS' commissions only.

These projections assume AI assisted discovery improving conversion and wine club retention.



WCELLARS B2C Marketplace	100%	96.8%	86.9%	83%	79.5%
WCELLARS B2B Marketplace		1.7%	4.5%	4.9%	4.8%
Wine club			6.1%	9.1%	11.9%
Other sales channels*		1.5%	2.5%	3%	3.8%

*Other sales channels: Stories Advertising (2028), Peer-to-Peer Market (2029), WCELLAR Membership (2030)

Break Even Point



Based on our detailed business plan we found out that the **breakeven** will be **June 2028**.

It is expected a first phase of negative cash flows due to the development of the App and the launch of our marketing campaigns, our strategy includes a referral program for each new market. AI funnel designed to reduce CAC in all new markets. Scenario based on CAC 90 USD in launch year and 70 USD in following years (as per business plan scenarios).

Competitors

Vivino and other online retailers

- Middleman fees typically range between 40% and 60% of the retail price.

- Not all the wines are premium

- Wines are not always stored in perfect condition

- Rating based on customers without knowledge

- Stock is not in real time, due to this your order sometimes got cancelled.

- AI Taste Matching: no competitor provides taste-personalized premium wine curation.

WCELLARS

Direct to Consumer Marketplace

- Lower price, no middleman commission

- 90+ rating only you always buy a premium wine

- DtC, wines properly aged at the producer's cellar

- WCELLARS rating collates scores from a wide range of critics

- Real time stock availability

The Ask

We are raising \$100,000 to finance the marketing and customer acquisition for the launch of our MVP, validate AI matching accuracy and CAC through domestic sales.

Target KPIs: CAC 70–90 USD, LTV per customer 259–590 USD (3.8x LTV/CAC in Australia)

Use of Funds:

- \$80K–\$85K: digital marketing, influencer campaigns, acquisition
- \$15K–\$20K: CRM, analytics, and operational tools

Investor Entry Options:

Direct Equity – Family & Friends Round

- Investment: \$100,000
- Valuation: \$1,500,000 pre-money
- Same standard shares as founders
- Regular updates and priority right to join Seed Round (2026)

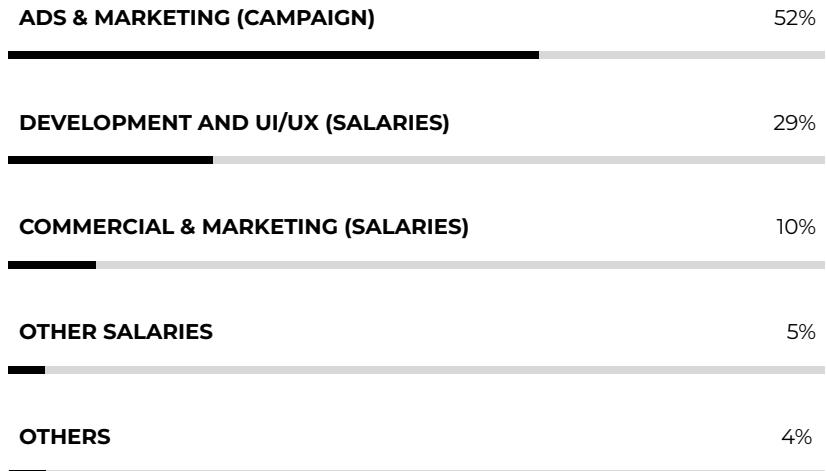
Next Round – Seed (May 2026):

We will raise \$650,000 in equity to build the WCELLARS App, Valuation and round size will be defined based on traction and early KPIs from our MVP.

OUR STRATEGY BEHIND THE ASK

Spend

HOW WE ARE PLANNING TO SPEND
THE FUNDS & REVENUES UNTIL THE BREAK EVEN



The Team

Cherian Mathew | CTO

I'm a tech entrepreneur and three-time startup co-founder with over 22 years of experience building software solutions across industries, academia, NGOs, and startups, spanning the full technology stack.

My experience spans a variety of domains - airline booking (Amadeus), scientific visualization, biodiversity informatics, data engineering and IoT platform.

One of my startups I co-founded, Dryad Networks, is pioneering an ultra-early wildfire detection system using ground sensors, addressing a critical environmental challenge.

<https://www.linkedin.com/in/cherianm/>

Gaston Guernik | Co-CEO / CPO

Directs a global team in 25+ countries serving 150+ nations. Expertise in product, design, UX research, e-commerce and brand strategy; delivered 12%-115% conversion lifts. 20+ years' experience:

- 13 awards (Marketing Intelligence, CIO, UI Design, Industrial Design, etc.).
- 2 master's degrees: Product (UPC) and Design Thinking (MIT).
- Founded a digital agency; 120+ projects for Heineken, Schweppes, Audi, etc.
- Led projects in Australia for Commonwealth Bank, BMW, Australian Government and NSW Trains.

<https://www.linkedin.com/in/gastonquernik>

Alberto D'Anna | co-CEO / CFO

As the CEO of Euris S.r.l., with over 15 years of experience in the real estate sector, I have consistently delivered an average profit margin of 25%, effectively managing and leading teams ranging from 60 to 100 professionals in various projects.

In 2013, I spearheaded the development of cutting-edge software in Turin, Italy, for the valuation of UnipolSai Assicurazioni Spa's real estate assets, approximated at €4 billion.

<https://www.linkedin.com/in/albertodanna1980>

Christopher Romano, US Partner

Entrepreneurial real estate developer who manages both the project and financials.

Founder and President of Rubicon properties, spearheads this real estate development company with the mission to acquire, manage, and develop real estate with multiple projects up to \$50M.

US WINE IMPORTER (NY-I-21857) | US WINE DISTRIBUTOR (NY-P-22279)
<https://www.linkedin.com/in/chrisaromano>

Premium Experience | 90+ Rating Wines | Empowering Special Moments



AI powered premium wine marketplace.

Let's chat?

Our MVP will be released between January and February 2026.
First-round investors will secure the spot to invest in the following rounds.

Trusted by InvestEU

WCELLARS (INPO-20243452) is now published on the InvestEU Portal

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